



# International Marketing Trends Conference

Berlin  
IMTC  
January 16<sup>th</sup>-17<sup>th</sup> 2026

Provisional Program

**25<sup>th</sup> International Marketing Trends Conference**  
January 16-17, 2026

Marketing and chaos: Restoring clarity, trust, and  
meaning in turbulent times.



International  
Marketing  
Trends  
Conference

**Berlin  
IMTC  
January 16<sup>th</sup>-17<sup>th</sup> 2026**



## PROGRAM SUMMARY



**FRIDAY 16<sup>TH</sup> JANUARY 2026**

|               |                                                                                      |       |
|---------------|--------------------------------------------------------------------------------------|-------|
| > 08:45       | Registration for Doctoral Colloquium, Best Thesis Award and Luxury Award <u>only</u> | P. 5  |
| > 09:00-12:30 | Doctoral Colloquium                                                                  | p. 5  |
| > 09:00-12:30 | Best Thesis Award                                                                    | p. 7  |
| > 11:00-12:30 | Prof. Elyette Roux Luxury Award                                                      | p. 10 |



**FRIDAY 16<sup>TH</sup> JANUARY 2026**

|               |                                        |       |
|---------------|----------------------------------------|-------|
| > 12:30       | Registration Opening                   | p. 11 |
| > 13:30-14:00 | Welcome Speeches                       | p. 11 |
| > 14:00-14:30 | Keynote Speaker                        | p. 11 |
| > 14:30-15:15 | Round Table - Marketing and Chaos      | p. 12 |
| > 14:30-17:30 | Research Workshop "PLS-SEM Analysis"   | p. 12 |
| > 15:45-17:30 | Round Table - Marketing Strategy Forum | p. 13 |
| > 15:45-17:30 | Paper Presentations                    | P. 13 |
| > 17:30-18:15 | Awards Ceremony                        | p. 17 |
| > 18:15-19:30 | Poster Fair                            | p. 18 |
| > 18:15-19:30 | Welcome Aperitivo                      | p. 18 |



**SATURDAY 17<sup>th</sup> JANUARY 2026**

|               |                                                  |       |
|---------------|--------------------------------------------------|-------|
| > 08:30       | Registration Opening                             | p. 19 |
| > 09:00-12:00 | Research Workshop “Paper Writing Tips”           | p. 19 |
| > 09:00-12:00 | Paper Presentations - Academic Research Sessions | p. 20 |
| > 12:00-13:00 | Meet the Editors                                 | p. 31 |
| > 13:00-14:00 | Lunch Break                                      | p. 31 |
| > 14:30-17:30 | Research Workshop “Marketing Trends Radar”       | p. 32 |
| > 15:45-17:30 | Paper Presentations - Academic Research Sessions | p. 32 |
| > 17:30-17:45 | IMTC Best Paper Award                            | p. 46 |
| > 17:45-18:00 | Closing Remarks                                  | p. 46 |
| > 20:00-23:00 | Gala Dinner                                      | p. 46 |



**SUNDAY 18<sup>TH</sup> JANUARY 2026 (OPTIONAL)**

|       |                                                                |       |
|-------|----------------------------------------------------------------|-------|
| > TBC | Cultural Event : Private Tour “The Berlin Experience” (Option) | p. 47 |
|-------|----------------------------------------------------------------|-------|



International  
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***A moment of care during the conference.***

*To celebrate the **25th anniversary of the International Marketing Trends Conference**, guests are invited to take part in a gentle skincare experience curated by My Magic Beauty Lab.*

*A quiet pause to slow down, reconnect, and restore balance — reflecting the values of dialogue, care, and human connection that have shaped IMTC over the past twenty-five years.*

**BREATHE • CARE • RECONNECT**

during the conference

**A personal skincare experience**

60 minutes just for you, guided by Anna.

Available **Friday and Saturday**

**Places are limited.**

Please select your preferred time slot via QR code.





FRIDAY 16TH JANUARY 2026

FRIDAY 16TH JANUARY 2026 – 08:45 – ENTRANCE HALL

> **Registration**

*ONLY for Doctoral Colloquium – Best Thesis Award – Prof. Elyette Roux Award*

FRIDAY 16TH JANUARY 2026 – 09:00-12:30 – ROOM LH4-A

> **Doctoral Colloquium**

*- Including Coffee Break -*

- Chair:

- Prof. Lorena BLASCO-ARCAS, ESCP Business School – Madrid Campus, Spain

- Coaches:

- Prof. Maren BECKER, ESCP Business School – Berlin Campus, Germany
- Prof. Roger BENNETT, Kingston University London, United Kingdom
- Prof. Sonja BIDMON, Alpen-Adria-Universität Klagenfurt, Austria
- Prof. Richard FONTAINE, Université du Québec à Montréal, UQAM, Canada
- Prof. Melissa FORTIN, Université du Québec à Montréal, Canada
- Prof. Vladimir MELNYK, ESCP Business School – Madrid Campus, Spain
- Prof. Doreen PICK, Hochschule Merseburg University of Applied Sciences, Germany
- M. RIMBERT, Université Paris 1 Panthéon-Sorbonne, France,  
*Celebrity scandals, brand reactions, and consumer perceptions: Netnography and stock analysis of the Dior–Johnny Depp case, SCCT-based scandal summary, and consumer survey.*
- M. ORLANDI, Aix-Marseille Université, France  
*Investigating how the perceived environmental sustainability of luxury packaging influences consumer purchase intentions.*
- S. WU, University of Leeds, United Kingdom  
*What gives green products a warm glow? The impact of green advertising on consumer responses to luxury brands.*
- K. CHEN, ESCP Business School - Berlin Campus, Germany  
*Is green really feminine? Rethinking sustainability perceptions.*
- A. WETZLER TREMOSA, Toulouse School of Management, France  
*Decoding deception: why consumers are duped by fake online reviews.*
- M. P. PHUNG, Freie Universität Berlin, Germany  
*Value-based communication strategies to promote consumers' reuse behavior in the takeaways context.*



FRIDAY 16TH JANUARY 2026 – 09:00-09:15 – ROOM D009

> **IMTC Best Thesis Award – Introduction**

- Chair:
  - . Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom
- Co-Chairs:
  - . Prof. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany
  - . Prof. Estefania BALLESTER, Universidad de Valencia, Spain
  - . Prof. Carsten BAUMGARTH, Hochschule für Wirtschaft und Recht Berlin, Germany
  - . Prof. Silvia CACHO ELIZONDO, IPADE Business School, Mexico
  - . Prof. Edgar Antonio CENTENO VELAZQUEZ, EGADE Business School, Mexico
  - . Prof. Arnaldo COELHO, Universidade de Coimbra, Portugal
  - . Prof. Kirsten COWAN, The University of Edinburgh, United Kingdom
  - . Prof. Olivier DROULERS, Université de Rennes, France
  - . Prof. Apostolos GIOVANIS, University of West Attica, Greece
  - . Prof. Graeme MCLEAN, University of St Andrews, United Kingdom
  - . Prof. Michela MINGIONE, Università San Raffaele Roma, Italy
  - . Prof. Silvia RANFAGNI, Università di Firenze, Italy
  - . Prof. Massimo ROSATI, Università di Firenze, Italy
  - . Prof. Rukhsana GUL GILAL, Sukkur IBA University, Pakistan
  - . Prof. Holger SCHMIDT, Hochschule Merseburg University of Applied Sciences, Germany
  - . Prof. Ana SOUSA, Universidade de Aveiro, Portugal
  - . Prof. Asli TOLUNAY, Yeditepe University, Turkey
  - . Prof. Ernst VERWAAL, KU Leuven, Belgium
  - . Prof. Natalia YANNOPOULOU, University of Newcastle, United Kingdom

FRIDAY 16TH JANUARY 2026 – 09:15-10:30 – ROOM D009

> **IMTC Best Thesis Award – Oral Defense Group 1**

- Chair:
  - . Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom
- J. L. BERNARD, Université du Québec à Trois-Rivières, Canada  
*Perceived omnichannel density (POD), a new measurement based on omnipresence, reciprocity, similarity, personalization and hybridization.*
- A. D'ANIELLO, Luiss Guido Carli, Italy  
*Food package sustainability and products' quality: enhancers and barriers towards positive and persistent behavioral shift.*
- J. L. HANA FRADE, Unaerp - Universidade em Ribeirão Preto e Guarujá, Brazil  
*The effects of the induction of incidental discrete emotions and vaccines' country-of-origin on visual attention and effectiveness measures in HPV vaccination ads: experimental studies.*
- A. HUNGARA, Universidade de Aveiro, Portugal



*The life of consumption communities: a study on vegan communities.*

- S. JACOB, KIT – Karlsruher Institut für Technologie, Germany  
*Adaption through voice and text: a dynamic analysis of employee-customer interactions.*
- A. SAAVEDRA MONTEJO, Universidad de Navarra, Spain  
*The interaction with virtual assistants as applications of the Artificial Intelligence: from the utilitarian to emotional dimension.*
- C. XU, University of Leeds, United Kingdom  
*Social interactions and live streaming E-Commerce sales: Main effects, and moderators.*

FRIDAY 16TH JANUARY 2026 – 09:15-10:30 – ROOM LH3-A

> IMTC Best Thesis Award – Oral Defense Group 2

- Chair:
  - . Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom
- G. CALAHORRA CANDAO, Universidad de Zaragoza, Spain  
*Understanding purchase intention in voice commerce: the effects of voice type through anthropomorphism, trust, safety, and emotional response.*
- B. A. GONZALEZ CAVAZOS, EGADE Business School, Mexico  
*The influence of nostalgia on brands.*
- A. JOASSARD, Université Jean Moulin Lyon 3, France  
*Promoting advergames: the influence of brand integration on advertising effectiveness.*
- A. KALOGERAKI, Universität Mannheim, Germany  
*Consumer perceptions of innovation: empirical research on sustainable product innovations and member-initiated online.*
- N. LAVADO NALVAIZ, Universidad de Zaragoza, Spain  
*Trust-building mechanisms to reduce the negative consequences of privacy loss when using smart home speakers.*
- A. LUBART, KEDGE Business School, France  
*Gamification of the retail space with hybrid-reality games: a customer-to-customer and customer-to-retailer interaction perspective.*
- G. WINNINGER LEMARQUIS, le cnam Paris, France  
*Digital transformation and multiparty buyer-seller relationships leading to engagement within the manufacturer's ecosystem : an overview.*





FRIDAY 16TH JANUARY 2026 – 09:15-10:30 – ROOM LH3-B

> **IMTC Best Thesis Award – Oral Defense Group 3**

- Chair:
  - Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom
- E. J. SABINA DEL CASTILLO, Universidad de La Laguna, Spain  
*Analysis of consumer behavior of local products in regional and tourist contexts through models based on the theory of planned behavior: the case of canary wine.*
- L. BORGMANN, Bergische Universität Wuppertal, Germany  
*Gaining and holding consumers' attention: a series of four articles on attention in advertising.*
- J. MANUMA, Mahindra University, India  
*The effect of network characteristics on online customer engagement.*
- D. MAHADEVAN, Indian Institute of Management Bangalore, India  
*Essays on customer experience in access-based services.*
- Y. NOROTTE, HEC Paris, France  
*Social Inference and Cognitive Processing in Digital Spaces.*
- A. PEYRAUD, Université Toulouse Capitole / Toulouse Business School', France  
*Democratization in Marketing: conceptual development, emerging tensions, and the role of mass media in consumer recruitment.*
- S. RAYNAUD, NEOMA Business School, France / Universidad Pontifical Comillas – ICADE, Spain,  
*Analysing sustainable consumer stereotyping processes in popular sitcoms.*

FRIDAY 16TH JANUARY 2026 – 10:30-11:00 – FORUM

> **Coffee Break**

FRIDAY 16TH JANUARY 2026 – 11:00-12:30 – ROOM D009

> **IMTC Best Thesis Award – Oral Defense Grand Final**

- Chair:
  - Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom





**FRIDAY 16TH JANUARY 2026 – 12:30 – ENTRANCE HALL**

**> Conference Registration Opening**

**FRIDAY 16TH JANUARY 2026 – 13:30-14:00 – AUDITORIUM LH1**

**> Welcome Speeches**

- On behalf of the Organizing Committee:
  - . Dr. Françoise CONCHON-ANDREANI, ESCP Business School – Paris Campus, France – IMTC President
- Conference Chairs:
  - . Prof. Julio JIMENEZ, Universidad de Zaragoza, Spain – Conference Chair
  - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
  - . Prof. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
  - . Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- ESCP Business School - Berlin Campus:  
Prof. Frank JACOB, Campus Dean and Rector ESCP Business School - Berlin Campus
- On behalf of Società Italiana Marketing SIM :
  - . Prof. Daniele DALLI, President
- On behalf of Società Italiana di Management SIMA :
  - . Prof. Beatrice LUCERI, President
- On behalf of Association Française du Marketing AFM :
  - . Prof. Julien SCHMITT, President
- On behalf of Asociación Española de Marketing Académico y Profesional AEMARK :
  - . Prof. María FUENTES-BLASCO, International Relations

**FRIDAY 16TH JANUARY 2026 – 14:00-14:30 – AUDITORIUM LH1**

**> Marketing and chaos – Keynote Speaker**

- Moderation:
  - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
- Mr. Jean-Sébastien BLUM, Vice-President Global Procurement – Fresh, Frozen, Wines & Beverages – METRO



FRIDAY 16TH JANUARY 2026 – 14:30-15:30 – AUDITORIUM LH1

> **Marketing and chaos – Round Table**

- Moderation:
  - Prof. Robert WILKEN, ESCP Business School – Berlin Campus, Germany
- Round Table
  - Prof. Olivier BADOT, ESCP Business School – Paris Campus, France
  - Prof. Kirsten COWAN, The University of Edinburgh, United Kingdom
- Paper presentation
  - M. FARONI, Università di Firenze, Italy, S. RANFAGNI, Università di Firenze, Italy, A. VOCINO, Deakin Business School, Australia

*Authenticity in chaos: Gen Z's dual roles and collective meaning in digital luxury resale.*

FRIDAY 16TH JANUARY 2026 – 14:30-17:30 – ROOM LH4-A-B-C

> **Research Workshop: PLS-SEM Analysis**

- Including Coffee Break -

This workshop will explore the concepts of sufficiency and necessity logic and the foundational principles behind the combined use of PLS-SEM and NCA. Participants will develop a solid understanding of PLS-SEM's IPMA, NCA, and how these methods can be integrated effectively in the combined importance-performance map analysis (cIPMA). Using a case study, it will demonstrate the application of these techniques with the SmartPLS 4 software. This workshop is designed for researchers seeking to incorporate advanced methodological approaches into their studies and publications. Participants should have had some exposure to SEM methods, preferably PLS.

- Chairs:
  - Prof. Dr. Christian M. RINGLE, TUHH Technische Universität Hamburg, Germany
  - Prof. Dr. Dr. h. c. Marko SARSTEDT, LMU Ludwig-Maximilians-Universität München, Germany

FRIDAY 16TH JANUARY 2026 – 15:30-16:00 – ENTRANCE HALL

> **Coffee Break**



**FRIDAY 16TH JANUARY 2026 – 16:00-17:30 – AUDITORIUM LH1**

**> Marketing Strategy Forum – Round Table**

- Moderation:
  - Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- Ms. Valérie BERTHEAU, Product Policy Director, THALES
- Ms. Dominique CUQ, Global Client Lead, NIELSEN IQ
- Ms. Mathilde HEBERT, Sales, Marketing & Digital Director, Saint-Gobain Abrasives EMEA Europe, Middle East & Africa – SAINT-GOBAIN GROUP
- Mr. Nicolas MARESCAUX, Director of Influence, Ecosystems & Foresight, MACIF

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FRIDAY 16TH JANUARY 2026 – 15:45-17:30 – ROOM B122

> Elyette Roux Award – Oral Defense

- Chairs :
  - . Prof. Perrine DESMICHEL, ESCP Business School – Paris Campus, France
  - . Prof. Benjamin VOYER, ESCP Business School – London Campus, United Kingdom
- Co-Chairs :
  - . Prof. Michelle BERGADAA, Université de Genève, Switzerland
  - . Prof. Ludovica CESAREO, Lehigh University, USA
  - . Prof. Dominique CRIE, Université de Lille, France
  - . Prof. Gwralann de KERVILER, IESEG School of Management, France
  - . Prof. Amy ERRMANN, Auckland University of Technology, New Zealand
  - . Prof. Yves EVRARD, HEC Paris, France
  - . Prof. Eunju KO, Yonsei University, Korea
  - . Prof. Bruno KOCHER, Université de Neuchâtel, Switzerland
  - . Prof. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School, France
  - . Prof. Marina LEBAN, Copenhagen Business School, Denmark
  - . Prof. Jean-François LEMOINE, Université Paris 1 Panthéon-Sorbonne / ESSCA School of Management, France
  - . Prof. Jean-Louis MOULINS, Aix-Marseille Université, France
  - . Prof. Shinya NAGASAWA, Waseda University, Japan
  - . Prof. Jean-François TRINQUECOSTE, Université de Bordeaux, France
  - . Prof. Francis SALERNO, Université de Lille, France
  - . Prof. Billy SUNG, Curtin University Business School, Australia
  - . Prof. Yuri SEO, The University of Auckland Business School, New Zealand
  - . Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
  - . Prof. K WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- F. GOI, BSI, Luxembourg / Université de Lyon, France / SKEMA Business School, France  
*Is sharing the new luxury: a conceptual model of the feasibility of sharing economy for the luxury industry.*
- D. CREEVEY, Maynooth University, Ireland  
*'Luxe authentic!' luxury service providers signalling authenticity on social media.*
- D. GOOR, London Business School, United Kingdom  
*Gaining less by giving more: sharing status but imposing power through luxury gifts.*



FRIDAY 16TH JANUARY 2026 – 15:45-17:30 – ROOM D009

> **Digital Marketing: Strategical Orientations**

- Chairs:
  - . Prof. Francesca CHECCHINATO, Università Ca' Foscari Venezia, Italy
  - . Prof. Eva LAHUERTA-OTERO, Universidad de Salamanca, Spain
- O. ALEMANY, L. CONJARD, Toulouse Business School, France  
*Reading as a cultural repertoire of disconnection.*
- J. BARHORST, College of Charleston, G. MCLEAN, University of St Andrews, H. MARRIOTT, University of St Andrews, A. DIZDAREVIC, IBM, United Kingdom  
*Human to advanced-AI psychological processing and its impact on consumer search: Development of a research framework.*
- G. L. FLÓRIAN, Partium Christian University, G. DUMITRU MAGHIAR, Economist Engineer, Romania  
*Integration of Artificial Intelligence into digital marketing, with examples from Romania.*
- D. KHALFALLAH, V. KELLER, Széchenyi István University, Hungary  
*The rise of virtual influencer brand partnerships: shaping the future of digital campaigns.*
- M. RIVERA-PESQUERA, R. DURAN-DERGAL, IPADE Business School, Mexico  
*Transforming a commodity into a premium brand: a conceptual model for branding through martech and personalization.*

FRIDAY 16TH JANUARY 2026 – 15:45-17:30 – ROOM LH3-B

> **Arts, Cultural and Creative Industries Marketing**

- Chairs:
  - . Prof. Carmina FANDOS-HERRERA, Universidad de Zaragoza, Spain
  - . Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom
- O. ALEMANY, Toulouse Business School, **Thomas MOREAU, pas d'université**  
*Does narrative transportation imply high forms of narrative agency? The case of board games.*
- T. HENRIQUEZ, ESSCA School of Management - Campus Lyon, G. PACHE, Aix-Marseille Université, France  
*Nights at the museum: Immersive marketing and the rise of experiential culture.*
- B. PETITPRETRE, S. BOURLIATAUX-LAJOINIE, le cnam Paris, France  
*Between illusion and authenticity: Understanding visitors' experience in a fictional heritage site.*

FRIDAY 16TH JANUARY 2026 – 15:45-17:30 – ROOM C011

> **Services Marketing  
B2B and Banking**

- Chairs:



- . Prof. Carmina FANDOS-HERRERA, Universidad de Zaragoza, Spain
- . Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom
  
- P. JOURDAN, Université Paris-Est, France  
*Corporate Social Responsibility of brands in the age of strategic sovereignty: An integrative approach through the STAR index.*
- J. KR, Indian Institute of Management, India  
*Guardians of trust: Exploring the nexus between FLE service model, data breach, and customer response in the banking sector.*
- A. MEFOUTE BADIANG, Douala University / ESSEC Business School, Cameroon  
*Enhancing financial inclusion through mobile banking in Africa: The role of trust and customer empowerment.*
- M. YASIN, Abra American University, Palestine, F. LIÉBANA-CABANILLAS, Universidad de Granada, Spain, R. KAYED, IPU Tertiary Institute, New Zealand, B. GARCÍA-CARRIÓN, Universidad de Granada, Spain  
*Faith, gender, and impulse: Understanding brand loyalty and engagement in Islamic finance.*

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FRIDAY 16TH JANUARY 2026 – 17:30-18:15 – AUDITORIUM LH3-A

> **Tourism and Hospitality**

**Customer Segmentation in Tourism and Hospitality**

- Chairs:
  - . Prof. Stéphane BOURLIATAUX-LAJOINIE, le cnam Paris, France
  
- S. BOURLIATAUX-LAJOINIE, le cnam Paris, C. FOURNIER, Université Montpellier, N. SHAHIDI, EDC Business School, Y. RIVAL, Université de la Polynésie Française, France  
*Measuring the criteria for choosing and satisfaction with a tourism provider in a hypercompetitive environment.*



- S. CACHO-ELIZONDO, IPADE Business School, Mexico  
*Co-creation in rural tourism motivations and preferences of urban visitors*
- S. BLANCO-MORENO, Universidad de León, Spain, A. M GONZALEZ-FERNANDEZ, Universidad de León, Spain, R. EGGER, Modul University, Austria, L. V CASALÓ, Universidad de Zaragoza, Spain.  
*Tourists' archetypes and sustainability at the destination: A digital behavioral segmentation approach.*
- R. GUL GILAL, Sukkur IBA University, Pakistan  
*Factors motivating the Millennials and Post-Millennials consumers to revisit the theme-based restaurants.*
- A. HERRERO, H. SAN MARTÍN, J. COLLADO, P. MARTÍNEZ, Universidad de Cantabria, Spain  
*Clustering residents' perceptions of tourism sustainability in rural areas in Spain.*

FRIDAY 16TH JANUARY 2026 – 17:30-18:15 – ROOM D170-A

> **Well-Being**

- Chairs:
  - . Prof. Charlotte GASTON-BRETON, ESCP Business School – Madrid Campus, Spain
  - . Prof. Benoît HEILBRUNN, ESCP Business School – Paris Campus, France
- S. BIDMON, K. LINGENHEL, R. TERLUTTER, Alpen-Adria-Universität Klagenfurt, Austria  
*The different shades of source credibility: An influencing chain of fitpiration imagery on Instagram towards a healthier lifestyle.*
- G. CAPPIELLO, M. VISENTIN, S. IORIO, Università di Bologna, Italy  
*Addiction to e-Sports and customer's well being.*
- A. D'ASTOUS, HEC Montréal, L. BOUJBEL, TELUQ, Canada  
*The impact of the social environment on young people's tobacco consumption.*
- A. HELME-GUIZON, Université Grenoble Alpes, France, J. BROYER, Enov, France, S. BATAOUI, Université Lyon 5, France, M. HAKIMI, University of Prince Mugrin, Saudi Arabia  
*Beyond gender stereotypes: Evaluating trust and value in well-being chatbot interactions.*
- I. VAN HEST, E. VAN ZEELAND, J. HENSELER, University of Twente, Netherlands  
*Inclusive targeting: Rethinking the concept of inclusive marketing.*

FRIDAY 16TH JANUARY 2026 – 17:30-18:15 – ROOM D170-B

> **Healthcare Marketing**

- Chairs:
  - . Prof. Virginie RODRIGUEZ, Université d'Orléans, France
- G. BAŞARICI, Healthcare Institutions Management Specialist, D. TENGİLİMOĞLU, Atılım University, Turkey, A. SAHIN, Ardahan University, Turkey  
*An examination of digital health applications in Turkey based on the user experiences.*
- F. MERTOLI, Università di Catania, C. E. SCHILLACI, Università di Catania, L. PIPER, Università di Catania, M. BENVENUTO, Università del Salento, Italy





*From complexity to WOM on health wearables devices. The mediating role of perceived effectiveness.*

- M. GLOWIK, Hochschule für Wirtschaft und Recht Berlin, Germany, W. A. BHATTI, Linnaeus University, Sweden, A. CHWIALKOWSKA, University of West Georgia, Georgia

*The impact of culture on the efficiency of healthcare service treatment and value co-creation for patient well-being.*

- S. HATTEMER, S. PAGEL, I. HILLEBRANDT, Hochschule Mainz, Germany

*Using Instagram to support people affected by endometriosis: The impact of influencers*

- M. SANGLE-FERRIERE, CYU Cergy Paris Université, V. RODRIGUEZ, Université d'Orléans, France

*Vulnerability of female patients in health services: The case of mammography.*

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FRIDAY 16TH JANUARY 2026 – 17:30-18:15 – AUDITORIUM LH1

- > **Awards Ceremony**
- > **IMTC Management Impact Award *acknowledging the contribution to Marketing practice***
  - Chairs:
    - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
    - . Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
- > **IMTC Awards *acknowledging overall achievements in the fields of Marketing Trends***
  - Chairs:
    - . Prof. Julio JIMENEZ, Universidad de Zaragoza, Spain – Conference Chair
    - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
    - . Prof. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
    - . Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- > **IMTC Management Impact Award *acknowledging the contribution to Marketing practice***
  - Chairs:
    - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
    - . Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
- > **IMTC Best Thesis Award**
  - Chair:
    - . Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – United Kingdom
- > **IMTC Prof. Elyette Roux Luxury Award**
  - Chairs:
    - . Prof. Perrine DESMICHEL, ESCP Business School – Paris Campus, France
    - . Prof. Ben VOYER, ESCP Business School – London Campus, United Kingdom



FRIDAY 16TH JANUARY 2026 – 18:15-19:00 – FORUM

> **Poster Fair**

- Chairs:
  - . Prof. Roger BENNETT, Kingston University London, United Kingdom
  - . Prof. Jean-François BOSS, HEC Paris, France
- L. W. ALAOUI, Ecole Nationale de Commerce et Marketing, Morocco  
*Customizing marketing strategies in the age of artificial intelligence: Influence on consumer behavior and customer loyalty.*
- Z. AMMARI, Université Abdelmalek Essaâdi, Morocco  
*Contribution to the study of the impact of earnings management on company value during capital transactions.*
- J. JACOB, IESEG, France  
*(White) business professionals make racially biased marketing decisions.*
- Y. LACHHAB, FSJES Faculté des Sciences Juridiques, Economiques et Sociales de Tétouan, Morocco  
*The contribution of Artificial Intelligence to the development of Moroccan port enterprises.*
- S. LACOSTE-BADIE, Université de Lille, O. DROULERS, Université de Rennes 1, France  
*Variability in Pregnancy Warning Labels (PWLs).*
- S. LIU, Freie Universität Berlin, Germany  
*Product recall and stock price crash risk.*
- A. NAPIÓRKOWSKA, SGH Warsaw School of Economics, Poland  
*Consumers' perception of multinational corporations' environmental sustainability and its influence on purchase intentions.*
- M. P. PHUNG, Freie Universität Berlin, Germany  
*Sustainability innovation (non-)adoption in hospitality: a managerial cognition perspective.*
- J. M. RAMÍREZ-HURTADO, Universidad Pablo de Olavide, Spain  
*Preferences of tourists attending flamenco shows: an analysis using integrated conjoint experiments.*
- S. SÉJAÏ, Université de Caen, France  
*Green gap and cognitive dissonance: impact on the reception and evaluation of eco-responsible marketing communications.*
- P. WÖLKI, Hochschule Fresenius, Germany  
*Navigating the dynamic landscape: how trends shape Alpha- & Beta-needs in marketing.*

FRIDAY 16TH JANUARY 2026 – 18:15-19:00 – FORUM

> **Welcome Aperitivo**



**SATURDAY 17TH JANUARY 2026**

**SATURDAY 17TH JANUARY 2026 – 08:30 – ENTRANCE HALL**

**> Registration**

**SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – FORUM**

**> Research Workshop: Writing Papers**

*- Including Coffee Break -*

This workshop is for anyone wanting to improve their research and writing and to increase their chances of being published in highly ranked marketing journals. It covers the process of writing up work for publication, including the major questions that review teams consider. The process of publication is difficult, but there are steps researchers can take to increase the chances of getting an acceptance. This workshop covers these steps in detail, providing best practice examples and in-depth discussion.

- Chair:

. Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM B122

> **Big Data, Artificial Intelligence, Marketing Analytics**

*AI Challenges and Applications to Business Environment*

*- Including Coffee Break -*

- Chairs:
  - . Prof. Lorena BLASCO, ESCP Business School – Madrid Campus, Spain
  - . Prof. Michel CALCIU, Université de Lille, France
- B. BALBONI, L. GABBIANELLI, G. TAGLIAZUCCHI, Università degli Studi di Modena e Reggio Emilia, Italy  
*Data-driven culture and business model innovation in professional service firms: Artificial Intelligence competencies as mediator.*
- S. A. A. HAMD AOUI, A. BERRICHE, Université de Lille, France  
*Neurofinance and Artificial Intelligence : Perspectives for an ethical and effective banking neuromarketing.*
- P. KUMAR, D. CRIE, A. M. SALERNO, H. DKHIL, M. CALCIU, Université de Lille, France  
*KNN classification model for dual search intent categories predictions with explainable AI in healthcare sector of French market.*
- J. M. MASHNASSERY AUGUSTINE, M. NARMETTA, S. REDDY BOJJA, L. REDDY CHINTAREDDY, Mahindra University Hyderabad, India  
*When AI listens in: Networked publics and the role of GenAI in service failure discourse.*
- A. MBAM, Université de Picardie Jules Verne, France  
*Digital footprint of Internet users, what about security and data protection challenges? An examination in the North-South context.*
- F. MORENO, Universidad Complutense de Madrid, L. ALEJANDRO KRESS, Universitat Politècnica de Catalunya, A. CORBACHO, Universidad de Extremadura, Spain  
*Artificial Intelligence in legal marketing: Toward more effective and ethical business development in law firm.*
- A. SCHMITZ, M. ITO, N. VILLASEÑOR, A. DIAZ, Universidad Autónoma de Madrid, Spain  
*Can AI speak the language of trust in medicine?*
- M. XIE-BO, EBS University, J. KLEIN, S. HENKEL, IESEG School of Management, France  
*Artificial Intelligence and the evolution of marketing organizations: A systematic literature review and research agenda.*



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM D170-A

> **Branding**

*Branding Strategies*

- Including Coffee Break -

- Chairs:
  - . Prof. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
  - . Prof. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- C. L. ACKERMANN, Audencia Business School, B. HETET, IDRAC Business School, France  
*A hierarchical approach to brand personality: An application to brand innovativeness.*
- R. AGARWAL, M. SRIVASTAVA, Indian Institute of Management, India  
*Who becomes a minimalist? Trait-driven value endorsement and identity internalization.*
- I. CARBONE, P. SIGNORI, Università degli Studi di Verona, Italy  
*Stakeholder relationship mapping for nation branding: the role of Italian Cultural Institutes.*
- I. GABTNI, Esprit School of Business, K. SAIED BENRACHED, The Faculty of Economics and Management of Tunis, Tunisia  
*When packaging sounds shape the mind: The influence of non-musical sounds on attitudes and judgements towards the brand.*
- O. IGLESIAS, ESADE Business School, Spain, M. MINGIONE, Università Vita-Salute San Raffaele, Italy, N. IND, Kristiania University College, Norway  
*How to bring corporate brand purpose to life through a supportive culture.*
- A. KILGENSTEIN, Athens University of Economics and Business, Greece, I. HILLEBRANDT, Twente University, Netherlands, J. HENSELER, Twente University, Netherlands  
*Brand circularity as a manifestation of conscientious corporate brands: initial conceptual thoughts on developing a brand circularity model.*
- V. MADISHETTI, E. MEHTA, Indian Institute of Management Calcutta, India  
*The impact of celebrity endorsers' post-transgression responses on consumer brand evaluations.*
- M. RIMBERT, J. M. LEHU, Université Paris 1 Panthéon-Sorbonne, France  
*Celebrity scandals and brand reactions: a statistical and SCCT-based framework.*
- O. SAMMARAI, Université Grenoble Alpes, S. CAPELLI, Université Jean Moulin 4, France  
*When consumers want to be the boss*
- A. TOLUNAY DINÇMAN, Yeditepe University, Turkey, C. VELOUTSOU, University of Glasgow, United Kingdom  
*Dear brand; this is why I love or hate you.*
- L. TRIESTE, G. TURCHETTI, Sant'Anna Scuola Universitaria Superiore Pisa, Italy
- Managing customization, brand consistency, and identity dynamic trade-offs: opportunities and chaos.
- D. VENCIUTE, ISM University of Management and Economics, Lithuania, G. SCHILLACI, ISM University of Management and Economics, Lithuania, R. FONTES CORREIA, Instituto Politécnico de Bragança, Portugal  
*Do strong personal brands make stronger employee advocates? The impact of personal brand equity on employee advocacy.*



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM D170-B

> **Communication**

*Communication Strategies*

- Including Coffee Break -

- Chairs:
  - . Prof. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
  - . Prof. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- M. M. BECKMANN, V. BERTELS, Technische Hochschule Aschaffenburg, Germany  
*Effective communication focused on climate adaptation goals.*
- M. DEBABI, Université de Lille, France, A. BERRICHE, Université de Lille, France, S. JRIDI, ESC Tunis, Tunisia  
*How to captivate young minds in Tunisia towards the environment? The persuasion pathways of an educational humorous message*
- F. DOST, Y. HUANG, Brandenburgische Technische Universität Cottbus–Senftenberg, Germany  
*Jump cut editing style and transition frequency differentially affect interactive and sustained engagement in short-form video.*
- A. FERREIRA, Universidade da Beira Interior, Portugal  
*Galvanic skin response and survey data in insect-based food advertising research: insights for sustainable food marketing.*
- Y. LI, ESCP Business School – Paris Campus, France  
*How hand gestures influence online selling.*
- M. NIELSEN, Aarhus University, Denmark, M. BELLGER, Technische Universität Dresden, Germany, F. Ulrich SIEMS, Technische Universität Dresden, Germany  
*The Washing Knowledge Model: a first discussion.*
- A. THOMAS, C. VELLERA, Toulouse School of Management / Université Toulouse Capitole, France  
*From accumulation to voluntary donation of items: is nudging an effective lever for charitable organizations?*



SATURDAY 17TH JANUARY 2026 – 09:00-12:00– ROOM LH4-C

> **Consumer Behavior and Marketing Research**

*Consumer Behavior Digital and Gen-AI Times*

*- Including Coffee Break -*

- Chairs:
  - . Prof. Costanza NOSI, Università LUMSA di Roma, Italy
  - . Prof. Hsin Hsuan (Meg) LEE, ESCP Business School – London Campus, United Kingdom
- C. BERNARD, HEC Montréal, Canada, A. LUBART, Kedge Business School, France, D. DANTAS, HEC Montréal, Canada  
*Why do we seek to discover new music? An investigation of individuals' motivations.*
- J. L. BERNARD, D. CRETE, S. SHOBEIRI, TÉLUQ, Université du Québec à Trois-Rivières, Canada  
*Capturing omnichannel customer experience: scale development and validation through two large-scale surveys.*
- R. BRION, Toulouse Business School, France  
*From gaze to gameplay: a typology of motivations for male gender swapping in online games.*
- M. CARMEN DI POCE, Sapienza Università di Roma, Italy, C. VALOR MARTINEZ, IIT-Universidad Pontificia Comillas, Spain, C. BARBAROSSA, Toulouse Business School, France  
*The moral lives of symbolic mothers: how anthropomorphized nature informs human-nature relations.*
- L. DUONG, Université de Haute-Alsace, France  
*When attachment turns risky: the dark side of user relationships with sharing platform.*
- M. FERRETTI, Università degli studi di Napoli « Parthenope », Italy  
*From perseverance to pilgrimage: ritualized use of Generative AI in everyday life.*
- G. LA RAGIONE, Università degli studi di Napoli « Parthenope », Italy, S. SADAT MOSTAFAVI, Università Commerciale Luigi Bocconi, Italy, M. RISITANO, Università degli studi di Napoli « Parthenope », Italy, T. K. NGAN PHAN, Hanoi University, Vietnam  
*The emergence of hybrid commemoration of the dead in developing countries: the case of Vietnam.*
- A. VIGANO, N. OLIVERO, Università degli Studi di Milano-Bicocca, Italy  
*Consumer attitudes toward brain-computer interfaces in marketing: a grounded theory of control anxiety and neuro trust.*
- M. VINU, S. SAHNEY, Indian Institute of Technology, India  
*Examining motivation as an antecedent to enhancing learning outcomes in virtual learning environments.*





SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM LH4-B

> **Digital Transformation and Customer Experience**

- Including Coffee Break -

- Chairs:
  - . Prof. Stéphane BOURLIATAUX-LAJONIE, le cnam, France
  - . Prof. Barbara NIERSBACH, Hochschule Ravensburg-Weingarten, Germany
- S. ADEYINKA, Evolve Your Success, USA  
*The influence of AI-driven personalization on consumer trust and purchase intent: Evidence from the Gen Z digital buying journey.*
- G. AZNAR, S. GONZALEZ, Universidad CEU San Pablo, Spain  
*Immersive technology: Perception and use of technologies.*
- M. BACCOUCHE, N. SOUIDEN, Université de Laval, Canada  
*Smartphone addiction in explaining consumers' impulsive buying, cognitive dissonance, and return intention.*
- C. DE SAINTE MARESVILLE, C. PETR, Université Bretagne Sud, France  
*Exploration of engagement and interaction patterns with virtual vs human influencers: A 24-month comparison of two Breton personalities.*
- M. NAJJAR GAM, A. GAM, Faculté des Sciences Economiques et de Gestion de Nabeul, Tunisia  
*Service Quality in Virtual Brand Communities (SQ-VBC): Dual-level satisfaction, dissatisfaction, and loyalty.*
- A. SAAVEDRA, R. CHOCARRO, N. RUBIO, S. LOUREIRO, Universidad Pública de Navarra, Spain  
*The role of social and socioemotional language in shaping chatbot competence and relational outcomes.*
- J. SANI BIKAH, Université de Douala, Cameroon, A. BERRICHE, Université de Sfax, Tunisia, N. P. BAKEHE, Université de Douala, Cameroon  
*Cash-flow queens: digital inclusion empowering women to start up and bounce back.*
- G. SINGH KUSHWAHA, P. GUPTA, D. BINOD, S. SAHU, Maulana Azad National Institute of Technology, India  
*Examining the effect of Augmented Reality (AR) virtual try-on technology on impulsive purchasing behaviour in online retail consumers.*



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – AUDITORIUM LH1

> **International Marketing**

- Chairs:
  - . Prof. Holger J. SCHMIDT, Hochschule Koblenz, Germany
  - . Prof. Silvia CACHO ELIZONDO, IPADE Business School, Mexico
- E. CARLONI, A. CODINI, F. CERUTI, G. BERTOLI, Università degli Studi di Brescia, Italy  
*Country-of-origin and sustainability: An analysis of purchase intention and willingness to pay for sustainable Made in Italy furniture.*
- A. CELENTANO, M. MATARAZZO, Università degli Studi Guglielmo Marconi, Italy  
*From "Made in China" to "Made in Europe": Offshoring strategies of Chinese automakers in the European market of electric cars.*
- B. CZARNECKA, London South Bank University, United Kingdom  
*Consumer acculturation in multicultural marketplaces over time: A longitudinal qualitative study of Polish immigrants in the UK.*
- T. DOKSÖZ, S. OFLAZOĞLU DORA, Hatay Mustafa Kemal University, Turkey  
*From trauma to digital connection: AI Friendships in multi-ethnic post-disaster communities.*
- H. MI LEE, Heriot Watt University, United Kingdom, D. HAMMER, Hochschule München, Germany  
*Importer brand orientation and typologies: extending the Resource-Based View (RBV) in international marketing.*

**Work-in-Progress**

- P. WENKATESH, J. JOSHY, Indian Institute of Management Kozhikode, India  
*Acculturation, indulgence, and brand preference: a tale of immigrants and their desire to connect with home.*



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM C011

> **Luxury Brand Management**

- Chairs:
  - . Prof. Perrine DESMICHEL, ESCP Business School – Paris Campus, France
  - . Prof. Ben VOYER, ESCP Business School – London Campus, United Kingdom
- G. CARPITA, Luiss Guido Carli, M. FRANCESCO MAZZU, Luiss Guido Carli, A. BACCELLONI, John Cabot University, Italy  
*Decoding luxury fatigue: How authenticity, exclusivity, and quiet luxury shape consumer disengagement.*
- E. DE BOISSIEU, EM-Normandie, G. KONDRATEVA, Ecole des Cadres, France  
*NFT users of luxury and fashion collectibles the role of NFT perceived benefits.*
- S. NAGASAWA, T. ITO, Waseda University, Japan  
*Hyper-Luxury Strategy: Proposal and Concept.*
- E. SAVELLI, I. VELLA, Università degli Studi di Urbino Carlo Bo, Italy  
*WhatsApp business and luxury: An empirical study on consumers.*
- M. THIEBAULT, ESCP Business School - Paris, France, J. SCHMITT, ESCP Business School – Paris Campus, France, P. DESMICHEL, ESCP Business School – Paris Campus, France, F. GIRARDIN, EHL, Switzerland  
*Perceived Brand Sustainability (PBS): Developing a multidimensional scale and analyzing its implications for luxury marketing.*
- O. STREED, Concordia College, USA  
*From rural roots to urban streets: Geographic segmentation of Generation Z luxury consumption.*
- S. WU, University of Leeds, United Kingdom, M. GLASER, Paris Lodron University of Salzburg, Austria  
*Glow from the inside or the outside? The impact of product- versus cause-focused green advertising on consumer responses to luxury brands.*



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM LH3-A

> **Marketing and Sustainability**

*Moving Towards Sustainability*

*- Including Coffee Break -*

- Chairs:
  - . Prof. Paola SIGNORI, Università degli Studi di Verona, Italy
  - . Prof. Camilla BARBAROSSA, TBS Education, France
- I. M. ABDERRAHMANE, Université Sorbonne Paris Nord, France  
*Sustainability as a strategic driver of value and competitiveness.*
- M. DEMETRIOU, University of Nicosia, Cyprus  
*Teaching Sustainability and CSR, inside out- The case of the University of Nicosia.*
- L. DESTOUMIEUX, Excelia Business School, France, F. ROGEON, Excelia Business School, France, V. FAVARIN, Université Clermont Auvergne, France, A. DESLÉE, Université de Lille, France  
*The water fresco workshop: Evaluating the impact of a teaching device on students' water-saving behaviors and their social-psychological factors.*
- M. ESSON EKWA, J. MULLER, Université d'Artois, France  
*Environmental concern, ecological sensitivity, and ecological behaviour: Research synthesis and new directions.*
- M. GIOVANNETTI, Università degli Studi di Macerata, Italy, E. CEDROLA, Università degli Studi di Macerata, Italy, G. LI POMI, IPAG Business School, France, S. MASÈ, IPAG Business School, France  
*Blockchain-enabled sustainability communication: The interplay of emotional and rational consumer responses.*
- I. MARX, V. ZEITOUN, G. MICHEL, Université Paris I Pantheon-Sorbonne, France  
*Ethics at the heart of an organisation's marketing culture: the power of language.*
- G. PEGAN, Università degli Studi di Trieste, S. RANFAGNI, Università di Firenze, Italy  
*Beyond congruence: A reflective equilibrium perspective on sustainable consumer decision-making.*
- F. ROGEON, Excelia Business School, E. BOCH, Université de Tours, V. KIROVA, Excelia Business School, L. DESTOUMIEUX, Excelia Business School, France  
*Exploring how an experiential learning program shapes students' knowledge and awareness about water conservation.*
- M. SCHLIPF, J. ROTTER, T. GAUGLER, Technische Hochschule Nürnberg Georg Simon Ohm, Germany  
*The 4x2 Green-Marketing-Mix in economic practice - An empirical study about acceptance & realization from a corporate perspective.*
- A. TOURNIER, J. SANGWA, F. SIMON, Université de Haute-Alsace, France  
*Does the ecological transition pose a threat to the cultural worldview of the responsabilised consumer? An exploration of social justice concerns within national sustainability policies.*



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM D009

> **Marketing Strategy**

- Including Coffee Break -

- Chairs:
  - . Prof. Federica CECCOTTI, Sapienza Università di Roma, Italy
  - . Prof. Saeid VAFAINIA, ESCP Business School – Paris Campus, France
- G. AZNAR, Universidad CEU San Pablo, Spain  
*Immersive technology: Student perception and adoption in higher education.*
- E. BALLESTER, Universitat Oberta de Catalunya, Spain, C. VELOUTSOU, University of Glasgow, United Kingdom, D. XIE, University of Glasgow, United Kingdom  
*Influencers exposed! How their traits shape consumer behavior.*
- S. CHOI, University of West Georgia, T. GRUCA, University of Iowa, USA  
*The prevalence of double jeopardy violations in CPG brands.*
- A. GIOVANIS, D. KALLIVOKAS, D. PAPAKYRIAKOPOULOS, University of West Attica, Greece  
*Effects of entrepreneurial orientation, social media usage, marketing and innovation capabilities and competitive intensity on SME performance: A conceptual model.*
- J. JACOB, IESEG Business School, France  
*(White) marketing professionals make racially biased decisions.*
- E. PAPADIMITRIOU, D. SKARMEAS, Athens University of Economics and Business, Greece  
*Culture at the crossroads of Corporate Social irresponsibility.*
- I. PETROVA, University of Economics Varna, Bulgaria  
*Marketing strategy adaptations for businesses during Bulgaria's Euro adoption: Lessons from Croatia.*
- J. REDLER, V. DIEHL, I. HILLBRANDT, O. RIECK, Hochschule Mainz Universität, Germany  
*Digital reputation in marketing: A conceptual definition and theoretical framework.*
- L. RIIVITS-ARKONSUO, A. LEPPIMAN, V. KÜBARD, Tallinn University of Technology, Estonia  
*Navigating ageism: The role of professional identity among older professionals in the marketing industry.*
- S. VAFAINIA, ESCP Business School – Paris Campus, France  
*Can alcohol-free products help reduce alcohol sales ?*
- V. VIEIRA, Universidade Estadual de Maringá, J. MAZZON, Universidade de São Paulo, D. NOGUEIRA, UFSCAR, Brazil  
*How do alliance orchestration coordinator integration, alliance embeddedness, and alliance network configuration affect firm performance.*
- V. VIEIRA, Universidade Estadual de Maringá, J. MAZZON, Universidade de São Paulo, D. DE TONI, Universidade de Caxias do Sul, Brazil  
*When CMO's action influences firm performance: Contextual boundaries of CMO, firm and international characteristics.*



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM LH4-A

> **Retailing and E-Commerce**

*Online Shopping Experience*

*- Including Coffee Break -*

- Chairs:
  - . Prof. Carmen-Maria ALBRECHT, FH Münster University of Applied Sciences, Germany
  - . Prof. Elisa MARTINELLI, Università degli Studi di Modena e Reggio Emilia, Italy
- H. BOUHLAL, N. BELHSEN, University of Abdelmalek Essaâdi, Morocco  
*Do emotions matter in online shopping?*
- N. ERIKSSON, M. STENIUS, R. HAGSTRÖM, Arcada University of Applied Sciences, Finland  
*Online grocery shopping adds value to households with children: Insights from a qualitative study.*
- K. GAMMOUDI, K. BEN RACHED, FSEGT, Tunisia  
*Qualitative analysis of the determinants of purchasing second-hand clothing and accessories on online platforms.*
- J. KR, A. SHARMA, Indian Institute of Management, India  
*Consumer re-participation after product failure: Evidence from online flash sales.*
- D. LAROUTIS, ESC Amiens, ASCENCIA Business School, France, A. ROUATBI, ASCENCIA Business School, France, L. POZNIAK, Researcher, UMONS – Université de Mons, Belgium  
*Rethinking e-commerce adoption across age groups: A behavioural and generational perspective.*
- F. MAGNO, Università degli Studi di Bergamo, Italy, F. CASSIA, Università degli Studi di Verona, Italy, C. M. RINGLE, Technische Universität Hamburg, Germany  
*Brand credibility and patronage intention towards cross-border e-commerce marketplaces.*
- S. NGUYEN, L. NICOD, S. LLOSA, Aix-Marseille Université, France  
*Bypassing the middleman: How cultural differences shape direct transactions on peer-to-peer exchange platforms.*
- T. RUGER, U. JANSSEN, N. GHAHERI, S. MERRES, L. SCHUBERT, F. WERNER, Technische Universität Dresden, Germany  
*Testing nudging strategies within conversational agents: Promoting sustainable shipping choices through different types of nudges.*
- A. WETZLER TREMOSA, Toulouse School of Management, France, A. MUNZEL, Vlerick Business School, Belgium  
*Why consumers can't detect fake online reviews: Dual process theory and dual-task interference.*



SATURDAY 17TH JANUARY 2026 – 09:00-12:00 – ROOM LH3-B

> Sales, CRM, Pricing and Promotion

Sales Management

- Including Coffee Break -

- Chairs:
  - . Prof. Silvio CARDINALI, Università Politecnica delle Marche, Italy
  - . Prof. Doreen PICK, Hochschule Merseburg University of Applied Sciences, Germany
- A. AHMADI, Otto-Friedrich-Universität Bamberg, B. NIERSBACH, Hochschule Ravensburg-Weingarten University of Applied Sciences,, B. IVENS, Otto-Friedrich-Universität Bamberg, Germany  
*Context matters: The impact of external business environment on the design and execution of Key Account Management. Insights from the Middle Eastern market.*
- M. BELLEGER, J. DÖLZ, F. ULRICH SIEMS, M. C. PAPEN, Technische Universität Dresden, Germany  
*Be close to your customers - but not too close: The uncanny valley of customer closeness.*
- K. BURGDORFF JENSEN, University College of Northern Denmark, Denmark  
*Beyond formal sales training: A conceptual framework for hybrid apprenticeship in AI-enabled B2B sales organizations.*
- S. CARDINALI, Simone SEVERINI, A. ROMOLI, Università Politecnica delle Marche, Italy  
*Late-career in sales: How job satisfaction and goal orientations shape performance and retention.*
- E. CASENAVE, Audencia Business School, J. PALLUD, EM Strasbourg Business School, L. SCHMITT, IESEG, France  
*"Clients, it's an AI writing to you.": Effects of AI disclosure on salespeople's ethical questioning.*
- E. HARTMANN, Otto-Friedrich-Universität Bamberg, B. NIERSBACH, Ravensburg Weingarten University of Applied Science, B. IVENS, Otto-Friedrich-Universität Bamberg, Germany  
*The symbiosis of humans and machines: An examination of the acceptance and impact of Artificial Intelligence on Key Account Management in the context of Germany, Austria, and Switzerland (DACH region).*
- F. MERTOLI, Università degli Studi di Catania, C. E. SCHILLACI, Università degli Studi di Catania, L. PIPER, Università degli Studi di Catania, M. BENVENUTO, Università del Salento, Italy  
*What Tintin can teach us about negotiation: An interpretation using the TKI model.*
- M. MUHL, Hilti Group, M. SCHLIPF, Hochschule für angewandte Wissenschaften München, Germany  
*Who should speak to whom? An empirical study for matching corporate Buying and Selling Center personae.*
- B. NIERSBACH, N. KADAM, T. DETZEL, Ravensburg-Weingarten University of Applied Sciences, Germany  
*Emotional intelligence as the key to leadership qualities in Key Account Management - a qualitative analysis investigating the gender differences and the underrepresentation of women.*





**SATURDAY 17TH JANUARY 2026 – 12:00-13:00 – AUDITORIUM LH1**

- **Meet the Editors**
- Chair:
  - . Prof. Julien SCHMITT, ESCP Business School – Paris Campus – Conference Chair
- Prof. Pauline de PECHPEYROU and Prof. Chris HALLIBURTON for Journal of Marketing Trends
- Prof. Andrew FARRELL for European Journal of Marketing
- Prof. Cleopatra VELOUTSOU for Journal of Product and Brand Management
- Prof. Kirsten COWAN for Journal of Advertising Research
- Prof. Dimitrios BUHALIS for Tourism Review
- Prof. Julien SCHMITT for Recherche et Applications en Marketing (RAM) and Décisions Marketing (DM)
- Prof. Alberto PASTORE for Sinergie Italian Journal of Management

**SATURDAY 17TH JANUARY 2026 – 13:00-14:00 – ENTRANCE HALL AND FORUM**

- > **Lunch Break**

**SATURDAY 17TH JANUARY 2026 – 14:30-17:30 – FORUM**

- > **Research Workshop: Marketing Trends Radar**  
- Including Coffee Break -

This workshop aims to create an International Marketing Trends Radar system. By collaborating with colleagues from universities worldwide, the objective is to establish a systematic framework for collecting and analyzing marketing trends. The workshop will initiate an ongoing virtual dialogue, extending beyond the IMTC Congress, to discuss and share insights into marketing trends.

- Chair:
  - . Prof. Dr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
  - . Dr. Steffen SCHMIDT, CONCEPT M AI, Switzerland
  - . Prof. Dr. Carsten BAUMGARTH, Hochschule für Wirtschaft und Recht, Germany





**SATURDAY 17TH JANUARY 2026 – 14:00-15:30 – ROOM D170-B**

**> Communication**

*New Perspectives for Communication in the Digital and AI Era*

- Chairs:
  - . Prof. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
  - . Prof. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany
- S. CACHO-ELIZONDO, M. R. PAREDES-ESCOBAR, IPADE Business School, Mexico  
*AI Adoption Challenges in the Advertising Agencies. Exploring Motivations, Barriers, Risks, and Best Practices.*
- A. P. KIELING, Universidade do Estado de Santa Catarina / Universidade de São Paulo, M. A. ZANQUET, Universidade do Estado de Santa Catarina / Universidade de São Paulo, L. SARTORIO AYALA, Universidade de São Paulo, R. TEZZA, Universidade do Estado de Santa Catarina, Brazil  
*Resistance and use of crowdsensing applications as a communication channel for citizen participation in Brazilian smart cities.*
- F. KURTALIQI, Audencia Business School, M. ZAMAN, EM Normandie, S. HOSANY, Audencia Business School, V. BALUSSEAU, Audencia Business School, France  
*The effectiveness of AI-generated images in tourism advertising: Between marketing performance and ethical acceptability.*
- F. NERI, Deloitte, P. BENZI, Artefice, T. PETROLITO, Deloitte, M. CARIDI, Deloitte, Italy  
*A Psychological Framework for Enhanced AI-Driven Marketing Communication.*
- T. REICHSTEIN, F. DOST, J. KÖHLER, Brandenburgische Technische Universität, Germany  
*Visual Abstraction in AI-Generated Pet Ads: Effects on Purchase Intention via Positive Emotions*

**SATURDAY 17TH JANUARY 2026 – 16:00-17:30 – ROOM D170-B**

**> Fashion Marketing**

- Chairs:
  - . Prof. Elena CEDROLA, Università di Macerata, Italy
- R. FONTAINE, M. FORTIN, Université du Québec à Montréal, Canada  
*Attached to your clothes – what's your story ?*
- J. LOISEAU, L. MAUBISSON, Université de Tours, France  
*Understanding post-consumption practices in the textile sector through psychological distance.*
- N. MAGHFIRAHMA ADEN, Binus University, Indonesia  
*Relationship between new jeans brand image and Generation Z fashion trends.*
- A. NASSAR, Université Gustave Eiffel, S. KRIM, Université Paris 1 Panthéon-Sorbonne, France  
*Signaling your identity : New insights on how LGBT people choose to dress.*
- G. PERLANGELLI, Università Commerciale Luigi Bocconi, Italy  
*Sustainable concept in fashion retail: A systematic literature review.*
- V. PLICHON, Université de Tours, L. SUGIER, Université d'Orléans, B. MOUSSAOUI, Université de Tours, France



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM B122

> **Big Data, Artificial Intelligence, Marketing Analytics**

*AI's Impact on Consumer Behavior*

*- Including Coffee Break -*

- Chairs:
  - . Prof. Lorena BLASCO, ESCP Business School – Madrid Campus, Spain
  - . Prof. Michel CALCIU, Université de Lille, France
- A. COLAMATTEO, M. D'AGOSTINI, M. SANSONE, Università degli Studi di Cassino e del Lazio Meridionale, Italy  
*Bridging Open Innovation and Artificial Intelligence: A systematic literature review with a marketing lens.*
- F. CELIO, Sapienza Università di Roma, Italy, E. STAGNO, University of Sussex, United Kingdom, F. RICOTTA, Sapienza Università di Roma, Italy  
*When confidence backfires: Exploring how self-efficacy drives trust, AI usage and AI addiction.*
- I. HAMMAMI, Faculté des Sciences Economiques et de Gestion de Tunis el Manar, Tunisia  
*Chatbot and ecological engagement : A qualitative insight into ChatGPT's role in supporting responsible consumer choices.*
- M. HERZ, ediundsepp Gestaltungsgesellschaft mbH, H. J. SCHMIDT, International University of Monaco, Monaco  
*Mapping mindset: AI-based psychographic segmentation using the value map approach.*
- A. KARTHICK, M. NARMETTA, S. BANDA, L. MALLAVARAPU, Mahindra University Hyderabad, India, L. MALLAVARAPU, ESCP Business School – Berlin Campus, Germany  
*Self, friend, grandmother: Who do we trust AI for product recommendations?*
- A. SCHULZE, Toulouse School of Management, France  
*Where is the sweet spot? Exploring the balance between personalization benefits and privacy concerns in consumer acceptance of AI-generated content.*
- A. P. TAVARES MONTEIRO CHRISTIANI, C. BAIRRADA, A. COELHO, Universidade de Coimbra, Portugal  
*From AI to We: Automation as the bridge to online brand communities.*



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM D170-A

> **Branding**

*Impact of Digital Tools and GenAI on Branding Strategies*

- Including Coffee Break -

- Chairs:

- . Prof. Estela FERNANDEZ SABIOTE, Universidad de Murcia, Spain
- . Prof. Jörn REDLER, Hochschule Mainz University of Applied Sciences, Germany

- A. BOSE, S. MUKHERJEE, R. BABU ROY, IIT Kharagpur, India

*Authenticity illusions: Generative AI, impulse buying, and the rise of counterfeits.*

- S. COMMURI, University at Albany, USA, A. AGGARWAL, SP Jain Institute of Management & Research, India

*Will Siri kill brand differentiation? Preserving identity in the platform economy.*

- E. FERNANDEZ-SABIOTE, E. DELGADO-BALLESTER, C. MAYORDOMO, A. GARRIDO, I. PALACIOS BRIHUELA, Universidad de Murcia, Spain

*Monarchs as heritage brand identities: Exploring their attributes in seven European Monarchies.*

- V. FRATTALI, Luiss Guido Carli, M. F. MAZZU, Luiss Guido Carli, A. BACCELLONI, John Cabot University, Italy

*Consumer-Brand relationship in the age of recommender systems: Knowledge, legacy and guilt.*

- K. HORNUNG, H. R. KAUFMANN, Hochschule für Angewandtes Management, Germany

*AI icons: The new frontier of branding with virtual influencers.*

- B. LE HEGARAT, E. BOLLA, Université Le Havre Normandie, France

*Perceived scarcity, unconventional aesthetics and digital virality: The Labubu case as a driver of consumer desire.*

- O. OZBAL, ISG institut Supérieur de Gestion, France, T. DUMAN, Epoka University, Albania, S. KUMAR MOHANTY, Xim University, India

*Digital brand equity in the global context? Comparative insights from U.S. and Indian ride-hailing platforms.*

**Work-in-Progress**

- M. MURTUZA, MICA, India, M. COLURCIO, Università degli studi Magna Græcia di Catanzaro, Italy, D. SWATI, NMIMS University Hyderabad, India, D. THAMILSELVAN, NMIMS University Hyderabad, India

*When technology raises the bar: Techno-optimism and consumer responses to brand apologies*

- M. SHAHSAVAR HAGHIGHI, M. RASHIDIRAD, University of Kent, United Kingdom

*AI-driven personalization and emotional brand loyalty: Understanding the customization-connection pathway in FMCG.*



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM LH4-C

> **Consumer Behavior and Marketing Research**

*Shaping Consumer Behavior*

*- Including Coffee Break -*

- Chairs:
  - . Prof. Costanza NOSI, Università LUMSA di Roma, Italy
  - . Prof. Hsin Hsuan (Meg) LEE, ESCP Business School – London Campus, United Kingdom
- Y. AKRIMI, R. NOUMI, Université de Sfax, Tunisia  
*Examining Gen Z's commitment to ritualized streaming during Ramadan: An extension of the investment model.*
- C. BATCH, A. PELOSO, Queensland University of Technology, Australia  
*It's time to question everything: From wavering wisdom to wise uncertainty.*
- S. BOCCALINI, F. CECCOTTI, M. VERNUCCIO, Sapienza Università di Roma, Italy  
*Exploring customer-based brand equity of social purpose-driven brands.*
- M. JOSION-PORTAIL, Université Gustave Eiffel / Université Paris-Est Créteil, France  
*Your home, my home, our home ? The appropriability of shared domestic spaces in the context of intergenerational coresidence.*
- L. LAVORATA, Université Paris Nanterre, France  
*Consumer skepticism and suspicion towards brands: Impact on their behavior. Theoretical and managerial implications.*
- E. SARTI, G. SALVATORE, E. MARTINELLI, Università degli Studi di Modena e Reggio Emilia, Italy  
*Green Country-of-Origin image: Unpacking the role of knowledge in Italian consumers evaluations.*
- R. VIEDMA, Université de Picardie Jules Verne, France  
*The role of self-efficacy in the process of acceptability, acceptance, and appropriation of low-tech technologies.*
- L. WANG, ESCP Business School – Berlin Campus, Germany, F. JACOB, ESCP Business School – Berlin Campus, Germany, N. BULAWA, Lancaster University, United Kingdom  
*From decline to revival: Shaping consumer and market practice in the European night train market.*
- C. ZIELINSKI, L. RIGHI, Sup de Luxe-EDC Paris Business School, France  
*The "Little Treat Culture" as a driver of strategic transformation in the luxury industry: Between emotional reassurance, affective engagement, and hedonic satiation.*

**Work-in-Progress**

- E. CONTI, E. SAVELLI, F. MUSSO, Università degli Studi di Urbino "Carlo Bo", Italy  
*Exploring communication strategies in SMEs: A research proposal and preliminary results.*
- R. SEROUALIA, Z. RHAJBAL, Faculté des Sciences Juridiques Économiques et Sociales, Maroc  
*Contributions of neuromarketing to understanding consumer behavior in chaotic contexts.*



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM LH4-B

> **Digital Marketing**

*Social Media Marketing*

- Including Coffee Break -

- Chairs:

- . Prof. Francesca CHECCHINATO, Università Ca' Foscari Venezia, Italy
- . Prof. Eva LAHUERTA-OTERO, Universidad de Salamanca, Spain
- M. BEDDAA, Université Mohammed Premier, M. BOUADDI, Université Moulay-Ismaïl, H. ZIANE, Université Abdelmalek Essaâdi, Morocco  
*Harnessing social network strategies to enhance customer loyalty and drive financial outcomes: Insights from the Moroccan market.*
- E. BOULADI, Université Paris-Saclay, M. LAROUM, Université Gustave Eiffel, France  
*Performing the self : How women politicians leverage social media in political communication.*
- M. FERREIRA, CIICESI, ESTG, Instituto Politécnico do Porto, Portugal  
*From farm to social media posts.*
- N. FILIMON, F. FUSTÉ FORNÉ, Universitat de Girona, Spain  
*Rethinking influencer marketing based on the identity of social media followers.*
- V. HARTANTO, E. ASIF, J. SAINT, Regent's University, United Kingdom  
*TikTok made me buy it: Exploring the impact of content types, virality, social proof, and FOMO on impulse buying and post-purchase regret.*
- S. PUTRI, M. EZMIERALDA, BINUS University, Indonesia  
*TikTok made me buy it : Thrifting for environmental sustainability or for the trend?*
- E. KERVIZIC, Paris 1 Panthéon-Sorbonne, J. F. LEMOINE, Paris 1 Panthéon-Sorbonne / ESSCA School of Management, France  
*When error becomes a signal: The effects of mistakes in reviews on mobile users' reactions.*
- M. CALCIU, Université de Lille, J. L. MOULINS, Aix-Marseille Université, France  
*Big corpus of social media chatter - Big challenge for marketing scientists. The case of a 2.6 billion tweets Covid19 dataset.*
- S. PANSONI, G. GISTRI, Università di Macerata, Italy  
*Competing for attention: Text overlays and showing faces in nonprofit Instagram posts.*
- P. SHARMA, A. SADH, Indian Institute of Management Indore, India  
*Technology immersion and influencers: Mixed method applications to unveil brand performances.*



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM C011

> **Food Marketing**

- Including Coffee Break -

- Chairs:
  - . Prof. Christine MAURACHER, Università Ca' Foscari Venezia, Italy
  - . Prof. Klaus G. GRUNERT, Aarhus University, Denmark
- C. CARREL, Université Grenoble Alpes, France  
*The role of green nudges in triggering psychological reactance and influencing vegetarian food choice: A moderated-mediation app.*
- F. CHECCINATO, P. CUNICO, V. FINOTTO, A. VIGNOTTO, Università Ca' Foscari Venezia, Italy  
*Sustainability in luxury gastronomy: Are celebrity chefs vocal about it?*
- O. DROULERS, Université de Rennes 1, S. LACOSTE-BADIE, Université de Lille, A. BIGOIN GAGNAN, Université Le Mans, France  
*The impact of animal images on visual attention: an eye-tracking study on wine labels.*
- Y. GAO, A. MATTHEWS, Dublin City University, Ireland  
*A stakeholder marketing approach to supporting, protecting and promoting infant feeding: an Irish study.*
- D. GUBENKO, HHL Leipzig Graduate School of Management, Germany  
*Brand experience as a loyalty-building tool: the identity of Veuve Clicquot.*
- ~~V. MONNIN, Business Science Institute, M. BERGADAA, University of Geneva, Switzerland~~  
~~*The organic market: Search for differentiation among its processors.*~~
- J. E. PELET, Université de Picardie Jules Verne, France, L. EHM, Hochschule Ludwigshafen, Germany  
*New opportunities for storytelling and brand image creation through Web3: Expert perspectives from the French and German wine industries.*
- M. PENTEK, Mate, Hungary  
*Examining the financial stress caused by climate change among agricultural enterprises, with a focus on lavender growers.*
- F. ROGEON, Excelia Business School, L. DESTOUMIEUX, Excelia Business School, L. PECJAK, École Supérieure de Commerce d'Amiens, France  
*Adoption of digital tools for local food shopping: A typology.*
- V. ROMANELLO, Universidade de São Paulo, A. P. KIELING, Universidade de São Paulo / Universidade do Estado de Santa Catarina, Brazil  
*Exploring consumers' willingness to pay for handmade plant-based desserts.*
- A. TAMARO, M. KARAA, Université de Bretagne Occidentale, France  
*Is eating under-consumed local fish a smart choice for consumers?*
- M. UNO, Gakushuin University, Y. YAMASHITA, Hitotsubashi University, Japan  
*Who benefits from details? The effects of green tea packaging information design on perceived quality and the moderating roles of subjective knowledge and QR code usage.*



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM D009

> **Innovation and Product Management**

- Including Coffee Break -

- Chairs:
  - . Prof. Boris DURISIN, ESCP Business School – Paris Campus, France
  - . Prof. Gianfranco WALSH, Leibniz Universität Hannover, Germany
- W. ABBASSI, A. JAOUA, S. ESSOUAIED, M. TROJETTE, National Engineering School of Tunis, University of Tunis El Manar, Tunisia  
*Innovating cosmetic packaging for sustainability: Evidence from Tunisian Consumers and 3D printing prototypes.*
- H. BI, Y. PAN, Shanghai International Studies University, China  
*Shopping companions as social buffers: Reducing emotional ambivalence in novelty product consumption.*
- G. de KERVILER, IESEG School of Management, France  
*Innovation strategies in Global Service Organization: An institutional logics perspective.*
- B. DURISIN, ESCP Business School - Paris Campus, France  
*Product commercialization and affiliate marketing under legal constraints: A study.*
- M. EL AMRI, V. COLLANGE, Université Bourgogne Europe, France  
*Brand resurrection and the acceptance of radical innovation: An archetypal reading of the Renault 5 Electric.*
- E. HUIZINGH, H. VAN DER BIJ, University of Groningen, Netherlands  
*How to get to the 'right' product portfolio? Do not put all eggs in one basket.*
- P. L. MEURIC, IDRAC Business School A. LUBART, KEDGE Business School, France  
*The future of non-fungible tokens' market applications: An analysis through the technological innovation system life cycle approach.*
- G. RAO, G. CAPPIELLO, Università degli Studi di Bologna, Italy  
*Co-creation and sensemaking in local public transport.*
- F. RICOTTA, Sapienza Università di Roma, A. D'ANIELLO, Luiss Guido Carli, C. DONATO, Roma Tre, M. SAVASTANO, Sapienza Università di Roma, Italy  
*Made in Italy reloaded: Sustainability, digitalization, and the new dynamics of Country-of-Origin in fashion and food.*
- A. SABATINI, P. F. LUIGI FRABONI, G. L. GREGORI, Università Politecnica delle Marche, Italy  
*Automotive dealers at a crossroad: Exploring the forces behind the dealers' mandatory business model innovation.*





SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM LH3-A

> **Marketing and Sustainability**

*Sustainability in Practice*

*- Including Coffee Break -*

- Chairs:
  - . Prof. Paola SIGNORI, Università degli Studi di Verona, Italy
  - . Prof. Camilla BARBAROSSA, Toulouse Business School, France
- D. BORIES, P.-E. PICHON, B. SEFERLIS, Université Toulouse-Jean Jaurès, France  
*Restoring clarity, trust, and meaning in tackling food waste in collective catering: An approach through the TPB.*
- D. CASOLI, A. GUIZZARDI, F. MIHANI, Università di Bologna, Italy  
*Linking efficiency and sustainability - dynamic pricing as service innovation in smart fridges.*
- G. DE CAMPOS RIBEIRO, Paris School of Business, V. GUILLARD, Paris Dauphine University - PSL, E. LE NAGARD, ESSEC Business School, France  
*Do consumers want durable goods to last? The formation of anticipated durability and its role in the purchase of durable goods.*
- N. KARTTI, C. CANNAVALE, L. CLAUDIO, Università degli Studi di Napoli Parthenope, Italy  
*From personal values to action: The Italian consumers' intention to buy fair-trade products.*
- J. M. FERRANDI, ONIRIS VetAgroBio, M. C. LICHTLE, Université de Montpellier, A. MIONE, Université de Montpellier, B. SIADOU-MARTIN, Université de Montpellier, France  
*Does feeling part of a struggle matter? How perceived distance from the fight against waste shapes responsible consumption?*
- M. MINGIONE, Università Vita-Salute San Raffaele, Italy  
*Conceptualizing the inextricable link between heritage and sustainability: Antecedents and outcomes of sustainable heritage-based (corporate) brands.*
- M. MUZAMIL SATTAR, M. ISMAIL SHAIKH, Sukkur IBA University, Pakistan  
*Exploring the role of green purchase intention on green purchase behaviour with the moderating role of Participative Pricing-A S.*
- C. SCRIMIERY, Sapienza Università di Roma, Italy, A. DIAMANTOPOULOS, Universität Wien, Germany  
*Consumer perceptions of product sustainability: The role of country-specific influences.*
- G. SERRE DE LANAUZE, Université de Montpellier, J. LALLEMENT, Université de Montpellier, F. DE FERRAN, Université de La Rochelle, France  
*When catastrophe looms: Effects of psychological distance to climate change on responsible consumption and implications for informational framing in the promotion of sustainable products.*
- G. SERRE DE LANAUZE, B. SIADOU-MARTIN, A. AZEEM, Université de Montpellier, France  
*Consumer perceptions of environmental regulations and corporate responsibility for eco-responsible products.*
- Y. TUGCE ERKLI, A. TOLUNAY, Yeditepe University, Turkey  
*Beyond perfection: What drives suboptimal food purchases?*





SATURDAY 17TH JANUARY 2026 – 14:00-15:30 – ROOM LH4-A

> **Retailing and E-Commerce**

*Retail Strategies*

- Including Coffee Break -

- Chairs:

- . Prof. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany
- . Prof. Elisa MARTINELLI, Università degli Studi di Modena e Reggio Emilia, Italy

- M. R. BELBOULA, EHEC Alger, Algérie

*The use of viral marketing in promoting local franchises.*

- A. HATIM, Caddi Ayad Université, Morocco

*The impact of digital transformation through website functionalities on marketing performance: Evidence from the Moroccan e-commerce.*

- A. MANARESI, M. G. ROVERSI MONACO, Università di Bologna, Italy

*Franchisee exclusion from e-commerce and the case for reforming the EU block exemption regulation.*

- S. SADAT MOSTAFAVI, Università Commerciale Luigi Bocconi, Italy, A. MAVROMMATIS, Universitat Ramon Llull / Esade, Spain, S. STAKHOVYCH, Monash Business School, Australia, C. TORRECILLA GUMBAU, Universitat Ramon Llull / Esade, Spain, G. LA RAGIONE, University of Naples, Italy

*Coupons in motion: Time, categories, and consumer purchase dynamics.*

- V. VANDENBULCKE, B. BERNARD, G. RENARD, A. CASTIAU, Université de Mons, Belgium

*The impact of the eco-score on consumer behavior in retail: A case study of Colruyt.*

SATURDAY 17TH JANUARY 2026 – 16:00-17:30 – ROOM LH4-A

> **Retailing and E-Commerce**



*The omni-channel experience*

*- Including Coffee Break -*

- Chairs:
  - . Prof. Carmen-Maria ALBRECHT, MSB Münster School of Business, Germany
  - . Prof. Elisa MARTINELLI, Università degli Studi di Modena e Reggio Emilia, Italy
- N. ABBAS, EMLV, K. WSSOUF, Aix-Marseille Université, France  
*Click, Drive, Repeat: Understanding loyalty in hybrid retail journeys.*
- H. BOUDKOUSS, Université Polytechnique Hauts-de-France, France  
*When the consumer takes on new roles in a phygital store: What happens to his relationship with the salesperson?*
- P. M. MINDJA, Université de Yaoundé II, Cameroon, M. SPENCE, University of Ottawa, Canada, V. ONDOUA BIWOLE, Université de Yaoundé II, Cameroon  
*Factors influencing consumers' intention to use mobile money for in-store purchases: Moderating effects of gender and extension.*
- X. QIN, Kyoritsu Women's University, K. KIKUCHI, Meiji University, Satoshi HOTTA, Pal Co, Japan  
*Digital clienteling for omnichannel retailing: The role of Japan's distinctive staff styling in the apparel industry.*

Provisional Program



SATURDAY 17TH JANUARY 2026 – 14:00-17:30 – ROOM LH3-B

> **Sales, CRM, Pricing and Promotion**

*Customer Relationship Management*

- Including Coffee Break -

- Chairs:

- . Prof. Silvio CARDINALI, Università Politecnica delle Marche, Italy
- . Prof. Doreen PICK, Hochschule Merseburg University of Applied Sciences, Germany
- L. DUONG, Université de Haute-Alsace, France  
*When attachment turns risky: The dark side of user relationships with sharing platform.*
- G. FUKUTOMI, Kyoto Sangyo University, Japan, S. L. STIEME-KIRST, Hochschule Merseburg, Germany  
*Tracing digitalization in sales and services: A hypothetical framework of organizational and individual drivers.*
- A. GAM, A. BELLIL, M. OUESLATI, J. HABOURIA, Faculté des Sciences Economiques et de Gestion de Nabeul, Tunisia  
*From E-CRM to E-Loyalty: A dual-mediation model of trust and anticipated satisfaction.*
- G. GONZALES, A. GARRIDO-MORGADO, Universidad de Salamanca, Spain  
*Optimizing mobile app promotions for short-term sales and long-term loyalty.*
- K. MAMMAD, Université Ibn Zohr, Morocco  
*Digital transformation and the evolution of customer relationship management: A systematic literature review.*
- L. NEUMAIER, C. DURST, Ansbach University of Applied Sciences, Germany  
*Account-based marketing in Small and Medium-sized B2B Companies: A study of practical implementation in the DACH region in 2025.*
- M. E. PAPANDREOPOULOU, K. LIONAKIS, Athens University of Economics and Business, Greece  
*Brand first, price later: Customer loyalty in tech markets.*
- V. SCHWEITZER, Université de Haute-Alsace, France, D. SLOOT, Karlsruher Institut für Technologie, Germany, S. STUMPF, Karlsruher Institut für Technologie, Germany  
*Identifying consumer psychological empowerment compensation mechanisms in the context of photovoltaics: A tetraclass model approach.*
- G. WINNINGER LEMARQUIS, Université de Strasbourg / le cnam Paris, France  
*Digital transformation and multiparty buyer-seller relationships leading to engagement within the manufacturer's ecosystem : An overview.*



SATURDAY 17TH JANUARY 2026 – 14:00-15:30 – AUDITORIUM LH1

> **Tourism and Hospitality**

*Tourism and Communication*

- Chairs:
  - . Prof. Carmina FANDOS-HERRERA, Universidad de Zaragoza, Spain
  - . Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom
- M. BARATTIN, S. LATUSI, Università di Parma, Italy  
*Interactive non-immersive VR and tourism destinations: The impact of technological traits on satisfaction and behavioral outcomes.*
- A. DEVNATH, S. BATAOUI, Université Jean-Moulin-Lyon-III, France  
*How virtual hospitality of tourist destinations shapes tourists' online experience.*
- P. H. LEVEAU, Université d'Angers / ESTHUA, France  
*Embodying responsible tourism through Virtual Reality: The case of the 100% Brussels Zoo, a new space for playful and educational experience.*
- L. RADEMACHER, F. DOST, C. GALLE, V. LAU, Brandenburgische Technische Universität, Germany  
*Social proof by age: When old-authored reviews help or hurt hotel purchase intention.*
- B. VAHEED, IIT Kharagpur, India, S. BHATTACHARYA, Edinburgh Napier University, United Kingdom, S. SAHNEY, IIT Kharagpur, India  
*From luxury to masstige: Insights from online reviews on aspirational hospitality.*
- B. TUBILLEJAS-ANDRÉS, Universidad de Valencia, Y. OUAZZANI, Universitat Autònoma de Barcelona, H. CALDERÓN-GARCÍA, Universidad de Valencia, Spain  
*Clustering visual narratives of science museums on Instagram: A machine learning approach to communication patterns.*



SATURDAY 17TH JANUARY 2026 – 16:00-17:30 – AUDITORIUM LH1

> **Tourism and Hospitality**

*Customer Experience in Tourism*

- Including Coffee Break -

- Chairs:

- . Prof. Carmina FANDOS-HERRERA, Universidad de Zaragoza, Spain
- . Prof. Andrew FARRELL, Aston University Birmingham, United Kingdom

- F. ASIF, Gabriele Università degli Studi Gabriele d'Annunzio Chieti-Pescara, Italy, C. DONATO, Università Roma Tre, Italy, M. ISHTIAQ ISHAQ, Pôle Universitaire Léonard de Vinci, France  
*Beyond the plate: A systematic literature review of consumer-driven food waste in hospitality.*
- S. DEL CASTILLO EDGAR J, Universidad de La Laguna, S. ARCOS MARIA DEL MAR, Universidad de Almería, S. ARMAS RICARDO J, Universidad de La Laguna, G. TAÑO, Desiderio, Spain  
*Local wine consumption in tourism: Insights from an extended model of goal-directed behaviour.*
- S. INTHANON, R. REITENBERGER, D. PICK, Hochschule Merseburg, Germany  
*Antecedents of loyalty in wellness tourism: A Meta-Analytic Structural Equation Modeling (MASEM).*
- M. MUZAMIL SATTAR, M. ALI, Sukkur IBA University, Pakistan  
*Cost-of-living crisis and sustainable tourism: Roles of stakeholders in the context of different countries.*
- A. YALLOP, Auckland University of Technology, New Zealand, H. SERAPHIN, Oxford Brookes University, United Kingdom  
*Responsible AI integration in children's edutainment strategies in hospitality settings.*

**Work-in-Progress**

- I. BABOU, Babou Conseil, France  
*Gastronomic tourism or tourist gastronomy?*
- D. PICK, S. STIEME-KIRST, H. KUTZER, Hochschule Merseburg, Germany  
*Green Hushing: An emerging trend in German tourism?*



**SATURDAY 17TH JANUARY 2026 – 17:30-18:15 – AUDITORIUM LH1**

**> IMTC Best Paper Awards Ceremony**

- Chairs:
  - . Prof. Julio JIMENEZ, Universidad de Zaragoza, Spain – Conference Chair

**SATURDAY 17TH JANUARY 2026 – 18:15-18:30 – AUDITORIUM LH1**

**> Closing Remarks**

- Conference Chairs:
  - . Prof. Julio JIMENEZ, Universidad de Zaragoza, Spain – Conference Chair
  - . Prof. Alberto PASTORE, Sapienza Università di Roma, Italy – Conference Chair
  - . Prof. Julien SCHMITT, ESCP Business School – Paris Campus, France – Conference Chair
  - . Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover, Germany – Conference Chair
- On behalf of the Organizing Committee:
  - . Dr. Françoise CONCHON-ANDREANI, ESCP Business School – Paris Campus, France – IMTC President

**SATURDAY 17TH JANUARY 2026 – 20:00-23:00**

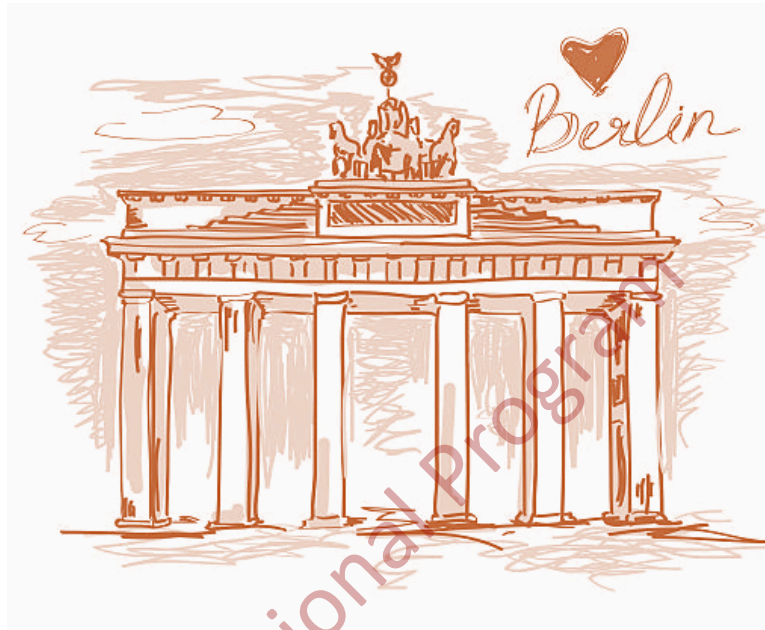
**> Gala Dinner**

*Please confirm your attendance at the Registration Desk to get the official invitation.*



SUNDAY 17TH JANUARY 2026 – 10:30-12:00

> Cultural Event : Private Tour “The Berlin Experience”



This tour offers a unique opportunity to discover the old and the new Berlin.

- Palaz
- For centuries

OPTIONAL EVENT  
REGISTRATION OPEN AT RECEPTION DESK





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- > Academic and Business Professionals Interaction  
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**Work-in-Progress**

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**Poster Session**

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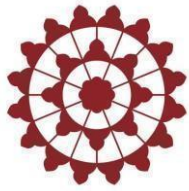
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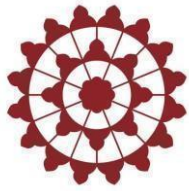
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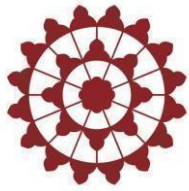
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